

25X1

Page Denied

Next 4 Page(s) In Document Denied



ŠKODA

Europe's "Surprise Car" for the Forgotten Five Million

If you had been driving in Los Angeles on a certain day early this year, you might have given to a particular car threading in and out of traffic with you the kind of second glance reserved for any of the im-

ported cars now so familiar on our streets. From its smart, sleek appearance, you wouldn't have been able to tell whether—one of the big appeals of imports, by the way—it cost \$7500 or \$2500.

SKODA

Yet this car—the Skoda—which retails for \$1699 fully equipped, including backup lights, deDion-type trans axles, dozens of extras, including such surprises as a complete set of enthusiast's precision tools—was actually completing one of several unusual tests. This one was to determine gas mileage in traffic conditions—obviously the most useful kind of information for most of us. Score: 40.82 miles a gallon!

Technically, the Skoda is full of surprises of vast interest to automotive engineers, both European and American. In fact, one cynic has remarked that the surprising sales record already set here by the Skoda could be partially accounted for by "the Skodas bought for study by Detroit engineering departments alone."

Detroit's interest centers on the Skoda's aluminum engine, although the transmission and entire power train, the advanced wheel suspension and ingenious adaptation of racing chassis construction to passenger car use also command attention. Apart from the purely technical features of the aluminum engine, the fact that Skoda has been building aluminum engines for 20 years has Detroit—only now building its first aluminum powerplants—studying the Skoda engine

for hints on the shape of U. S. engines to come.

But what attracted Willy Witkin, Skoda importer-distributor here, to this surprising car was not its engineering excellence alone, but its price. "Consider," says Witkin, "what has happened to automobile prices. Outside of 3-wheeled curiosities, there are virtually no new automobiles—imported or domestic—for less than \$2000. With the Skoda at \$1699, the difference is not simply a few hundred dollars, but a difference—with the same trade-in—of perhaps 50% in the monthly payment. There are about 5 million Americans who find \$20 or \$30 or \$40 a month a critical difference. So much that they have never owned a new car. They can own a Skoda. These 5 million are the biggest untouched market in the world!"

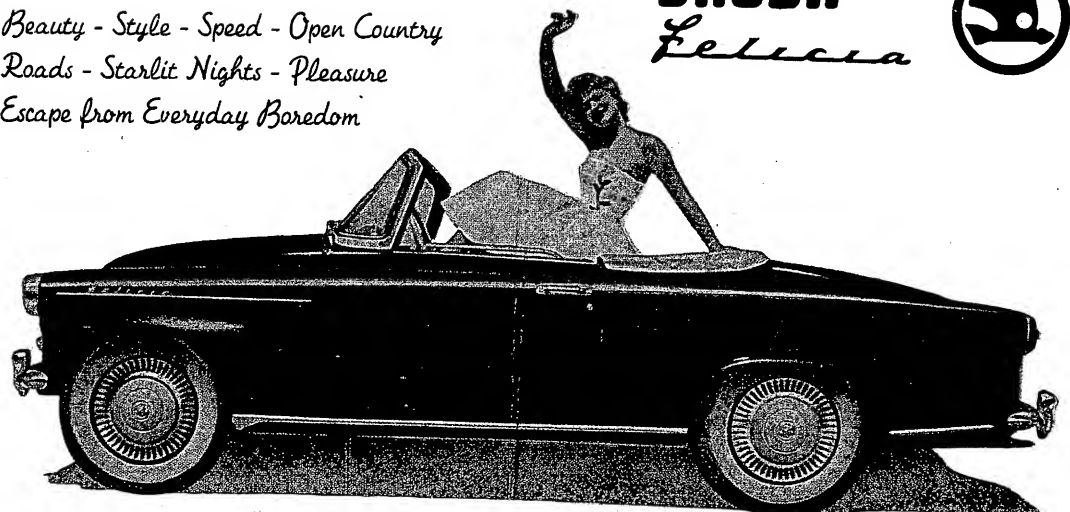
With plants throughout Europe producing not only automobiles but giant industrial equipment and the raw materials for their factories, Skoda—the 100-year-old industrial giant of Europe—is uniquely able to mass produce this surprising car for "the forgotten five million."

Considering the Skoda sales curve, the most surprising thing about this surprising car may turn out to be the people behind the wheel: you and I.

STYLISH APPEARANCE

*Beauty - Style - Speed - Open Country
Roads - Starlit Nights - Pleasure
Escape from Everyday Boredom*

ŠKODA
Felicia





MOTOKOV
PRAHA
CZECHOSLOVAKIA

St. 64-770-39

Pleasant touring under any conditions

- Light hood with tube structure; Efficient air conditioning, ventilation and hot-water heating afford the sports car the cosiness of a family saloon even in bad weather.



ŠKODA
Felicia



- The amply dimensioned luggage boot is capacious enough to hold the luggage of all passengers for a whole holiday.
- The interior appointment ensures riding comfort to all passengers, both on the front seats and on the rear emergency seat.
- Panoramic windscreen. • Clearly arranged facia panel • Easy handling.

Basic fuel consumption . . .	litres/100 km	m.p.l.g.
	8	35.32
Speed	km. p. h.	m. p. h.
	140	87
Engine: Four stroke, four cylinder; 2 JIKOV carburettors, water cooling.		
Minimum turning dia, inner . .	metres	ft.
	8.2	26.9
Curb weight	kg	lbs.
	930	2050
Effective braking area	cm ²	sq. in.
	670	103.85

DIMENSIONS:

	mm	ft.	in.
Overall, length	4065	13	4
Overall, width	1600	5	3
Height, hood raised	1380	4	6.33
Wheelbase	2400	9	10.5
Track, front	1240	3	11.6
Track, rear	1250	4	1.2
Ground clearance	175		6.89
Electrical equipment, voltage .		12 V	

The **ŠKODA** ~~Praga~~ is a dependable car of sturdy construction, ready start, safe brakes. Hundreds of thousands of miles of fast and safe driving.

